

Post-it® Fax Note 7671

Date <u>10/29</u>	# of pages <u>7</u>
To <u>DAVE DUNCAN</u>	From <u>Linda Verin</u>
Co./Dept.	Co. <u>Ads That Work</u>
Phone # <u>583.4396</u>	Phone # <u>968.3650</u>
Fax # <u>334-3006</u>	Fax # <u>11</u>

REEMENT FORM FOR ITICAL BROADCASTS

Date 10/29/12

STATION/LOCATION

I, Linda Verin (on behalf of) David Carpenter
a legally qualified candidate of the Democratic political party, for the office of Circuit Judge
Jefferson County, general, 11/6/12
in the Alabama election to be held on 11/6/12, do hereby request station time as follows

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of Time	Times Per Week	No. Of Weeks	Rate

Date of First Broadcast	Date of Last Broadcast
-------------------------	------------------------

Total Charges: \$0.00

The broadcast time will be used by Ads That Work
I represent that the payment for the above-described broadcast time has been furnished by Carpenter for Judge
and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:
David Carpenter

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above-stated broadcasts. For the above-stated broadcasts I also agree to prepare a script or transcription, which will be delivered to the station at least 48 hours before the time of the scheduled broadcasts. (Note: the two preceding

sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices. (Note: The preceding sentence may be deleted.) The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date: 10/29/12

Linda Verin
(Candidate or Agent)

☒ Accepted ☐ Rejected By: David Carpenter Title GSM
This request, whether accepted or rejected, will be available for public inspection for a period of two years.

To

telephone / fax

Shows	Run days	From	To	Type	Rate	spots per wk	cost per week \$	spots total	total buy \$
News	M-Tu ✓	5a	5:30a	:10	\$90.00	1	\$90.00	1	\$90.00
News	M-Tu ✓	5:30a	6a	:10	\$160.00	2	\$320.00	2	\$320.00
News	M-Tu	6a	7a	:10	\$255.00	0	\$0.00	0	\$0.00
News	Mon ✓	7a	9a	:10	\$170.00	2	\$340.00	2	\$340.00
News	Mon	12p	1p	:10	\$115.00	0	\$0.00	0	\$0.00
Kelly Rachel Divorce Ct	Mon ✓	9a	3p	:10	\$45.00	3	\$135.00	3	\$135.00
Judge Joe	Mon	3p	4p	:10	\$135.00	0	\$0.00	0	\$0.00
Judge Judy	Mon ✓	4p	5p	:10	\$120.00	1	\$120.00	1	\$120.00
News	Sat	7a	9a	:30	\$240.00	0	\$0.00	0	\$0.00
Tide & Tigers Today	Sat ✓	10a	11a	:30	\$165.00	1	\$165.00	1	\$165.00
College Ftbl pregame	Sat	1p	2p	:30	\$225.00	0	\$0.00	0	\$0.00
News	Sun	7a	9a	:30	\$225.00	0	\$0.00	0	\$0.00
News	Sun ✓	7a	9a	:10	\$115.00	1	\$115.00	1	\$115.00
Chris Wallace	Sun	9a	10a	:10	\$375.00	0	\$0.00	0	\$0.00
NFL pregame	Sun ✓	11a	12p	:10	\$150.00	1	\$150.00	1	\$150.00
Run schedule for	1	weeks		Per Week >	12	\$1,435.00			
						Total >	12	\$1,435.00	



WBRC-TV

ORDER

Print Date 10/30/12

Page 1 of 2

Flight Dates 10/31/12-11/06/12Contract / Revision 842904 /Original Date / Revision
10/29/12 10/29/12Advertiser David Carpenter for JudgeAgency Ads That Work !Buying Contact3535 Hampshire Drive
Birmingham, AL 35223Product

Political

Agency Com 15%Billing Contact3535 Hampshire Drive
Birmingham, AL 35223Sales Office L-BIRSales Region LocalAgency RefOrder Sep 00:15:00Estimate #Alt Order #Billing Type CashOrder Type GeneralBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes Agency Political Pol-CandidProduct Codes PL150Priority P 3Advertiser RefPrimary Account Executive

House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Order Share % Market Value

Competing Station % of Order Amount

WABM	%
WBIQ	%
WBMA	%
WBRCb	%
WCFT	%
WCIQ	%
WDBB	%
WIAT	%
WJRD	%
WJSU	%
WPXH	%
WTJP	%
WTTO	%
WVTM	%

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	12	\$1,219.75	\$1,435.00	0.00	10/29/12	11/06/12	12	\$1,219.75	\$1,435.00
Totals	12	\$1,219.75	\$1,435.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WBRC	10/31/12	11/06/12	Good Day Alabama 5-530am GDA 5-530am	Comm	5-530am	MT-----	:10	1	\$90.00	P 3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		1				\$90.00		0.00			
N 2	WBRC	10/31/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	MT-----	:10	2	\$160.00	P 3	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WBRC-TV

Print Date: 10/30/12

Page 2 of 2

Contract / Revision **842904** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **David Carpenter for Judge** Product **Political**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WBRC	10/31/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	MT-----	:10	2	\$160.00	P 3	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$160.00		0.00			
N 3	WBRC	10/31/12	11/06/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	M-----	:10	2	\$170.00	P 3	0.00	NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	M-----					2	\$170.00		0.00			
N 4	WBRC	10/31/12	11/06/12	DY (M-F) Daytime ROS	Comm	9a-3pm	MTWTF--	:10	3	\$45.00	P 6	0.00	NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	M-----					3	\$45.00		0.00			
N 5	WBRC	10/31/12	11/06/12	4-5pm Judge Judy	Comm	4-5pm	M-----	:10	1	\$120.00	P 3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$120.00		0.00			
N 6	WBRC	10/31/12	11/06/12	Tide and Tigers Today Tide and Tigers Today	Comm	10-11am	-----S-	:30	1	\$165.00	P 3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$165.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 7	WBRC	11/04/12	11/04/12	Sunday Morning News Sunday Morning News	Comm	7-9am	-----S	:10	1	\$115.00	P 3	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$115.00		0.00			
N 8	WBRC	11/04/12	11/04/12	NFL Pre-game (reg seas) NFL Pregame	Comm	11-12pm	-----S	:10	1	\$150.00	P 3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$150.00		0.00			
													Totals	12	\$1,435.00